



Main Street Program Seed Fund Checklist

Business District: _____
Organization: _____

Return Checklist with Application.

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Application

- Section 1:
 - Amount
 - Business District and Organization Information
 - Chair's Signature
 - Board/Governing Body Approval
- Section 2: Narrative
- Section 3: Budget

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Supporting Documents

- Copy of Board Meeting Minutes Approving Project
- Project Task List with Specific Tasks and Timeline
- Mock-up of any Proposed Materials
(i.e. draft press releases, flyers, artwork, signage, etc.)
- Quotes with Vendor Name and Billing Information for all products/services
(Two quotes required for items \$200 or more)

If you need assistance, please contact Amy Koski at 503-526-2631 or
akoski@BeavertonOregon.gov.

****INCOMPLETE APPLICATIONS WILL NOT BE EVALUATED****

FOR INTERNAL USE

Application Received: _____
_____ Funding available in FY _____ - _____ budget
_____ Application Complete and Approved as of: _____
_____ Application Not Complete – Returned: _____
Missing: _____



Main Street Program Seed Fund Guidelines

Eligibility

Applicants may apply for up to \$2,000 to meaningfully address neighborhood economic development in the City of Beaverton. Funding preference will be given to projects that demonstrate an understanding of the Four Point Approach™ to Main Street—Organization, Design, Promotion, and Business Development. For a comprehensive guide to this Approach, visit the [National Trust for Historic Preservation/Main Street](http://www.preservationnation.org) website at www.preservationnation.org. The City of Beaverton Main Street Program will provide technical assistance during planning, proposal writing, and implementation should it be needed. The project must also be an approved work plan item formally approved by organization's Board of Directors or other governing body to qualify. The City will review the application for completeness and decide when an application is deemed complete and approved. Application approval will be forwarded to the organization's governing body only when the application has been deemed complete by the City and all requirements have been met.

Process

- The City Seed Fund is a competitive application process
- Thoroughly review City Seed Fund eligibility and requirements – applications that meet all requirements will be processed more quickly
- All applications must be submitted by the last Friday of July, October, January, or April in order to be considered for that approval period
- Email applications to mainstreet@BeavertonOregon.gov by the quarterly due dates
 - If necessary, applications can also be mailed to:
 - City of Beaverton, Economic Development, PO Box 4755, Beaverton, OR 97076
 - or hand-delivered to:
 - City of Beaverton, Economic Development, 4755 SW Griffith Drive, Suite 250, Beaverton, OR 97076

Requirements

- Following the above timeline, complete applications require at least two weeks to review and approve – as long as the application is complete and no additional information is needed
- Near final drafts of any materials to be used for marketing and public distribution must be included as Supporting Documents OR funding to hire a graphic designer shall be included in the Budget
- Any project using the City Seed Fund must include the City of Beaverton logo on all promotional materials. Go to www.BeavertonOregon.gov/MainStreet to view the Branding Checklist and for more information on how to properly incorporate the City's logo. Allow up to two additional weeks, if not more, for the City's Branding Committee to review and approve final materials.
- Approved funding must be expended by June 30th of the fiscal year it was granted and unused funds might not be carried over.
- Cash and/or payment cannot be provided in advance for products or services.
- *Vendors* listed in the Budget are reimbursed after services have been satisfactorily rendered. Reimbursement requires a minimum of two weeks from the time invoice is received by City.
- Any reimbursement to an *individual* requires original receipts after the purchase has been made. Reimbursement requires a minimum of two weeks from the time request and receipts are received by City.
- Any proceeds resulting from proposed project(s) will go back to the non-profit organization
- To avoid potential conflict of interest, products or services for a proposed project cannot be rendered by the associated applicant(s).

Application Timeline

Annual Funding Cycle: July 1- June 30

Quarterly Approval Periods	Application Due Dates
July	Last Friday of July
October	Last Friday of October
January	Last Friday of January
April	Last Friday of April

Note: No new applications will be approved in May-June due to fiscal year-end.



Main Street Program Seed Fund Application

SECTION 1: AMOUNT, CONTACTS, SIGNATURES, BOARD APPROVAL

Project Title: _____

Project Date: _____

Amount Requested (\$2,000 Maximum, reference the Budget Worksheet): \$ _____

Project Lead Name, Phone, and Email: _____

Organization Name: _____

Organization Mailing Address: _____

Name of Committee Overseeing Proposed Project: _____

Work Plan Item: _____

Committee Chair: _____ **Committee Chair Signature:** _____

Committee Chair Phone and Email: _____

Attach a copy of Board/Governing Body meeting minutes indicating approval of project as proposed.

SECTION 2: NARRATIVE

Please provide succinct but detailed narrative responses that clearly summarize your project.

1. Describe the project in detail:

- Activities
- Target Audience
- Number of people and/or businesses served
- Start and Finish dates
- Where will the project take place (attach a map if applicable)

2. What are the specific goals of this project and how does it relate to the Seed Fund Eligibility?

3. Please explain how this project meets your Organization's mission and work plan. (Please attach a copy of the task list for this project.)

- 4. How will the City of Beaverton's Main Street program be promoted?** (See the Seed Fund Requirements to include the City of Beaverton logo on all promotional materials and please follow the City's branding guidelines and approval process for all printed material and press releases.)
- 5. How will you leverage additional community resources for this project? How will you collaborate with partners?**
- 6. What quantifiable outcomes will you use to evaluate success?**
- 7. What City resources do you think you will need? Please provide a general timeline for any actions you are requesting from individual City departments.** (Do not contact City departments directly related to any such requests. This will need to be handled through the Economic Development Division/Main Street Program if the application is approved.)
 - a. Please describe what City permits you have already researched and will need to apply for once your application is approved.** (i.e. street closure, event permit, signage, etc.)
- 8. Does your project require event insurance? If yes, please describe the type and level of coverage needed along with a quote from the Organization's insurance policy.** (Include any associated expenses in the Budget.)

SECTION 3: BUDGET

Provide a detailed budget using the worksheet below. Please edit and/or add additional income and expense line items if needed and double-check math. Make sure all expenses in budget table below are researched and include a formal quote with vendor name and billing information. For expenses over \$200, please provide two quotes, specifying which one you will use.

INCOME	Description	Main Street Seed Fund	Organization Match - Cash*
Requested Amount			N/A
Cash: Project Revenue (Sponsors, Funders, Partners, Sales, Ads, etc.)		N/A	
Cash: Organization		N/A	
In-kind: Organization (Volunteer Hours at \$15/hour)		N/A	
Subtotals:			
Total Income: (add Grant and Cash Subtotal columns)			N/A
EXPENSE	Description (Vendor, Quantity, Price/Unit)	Main Street Seed Fund	Organization Expenses - Cash
Personnel: Staff		N/A	
Personnel: Consultants			
Equipment			
Materials/Supplies			
Printing			
Fees/Permits			
Insurance			
Advertising			
Other			
Subtotals:			
Total Expense**: (add Grant and Cash Subtotal columns)			N/A
Projected Profit (subtract Total Expense from Total Income):			

*Total Organization Match MUST equal or exceed requested Main Street Seed Fund amount.

**Total Expense cannot exceed Total Income. Total Income may exceed Total Expense if you intend for this project to earn a profit, however you must show how the Projected Profit will be used to benefit the non-profit organization.

[illegible]